

**KUESIONER**  
**PENGARUH HARGA, KUALITAS PRODUK, DAN CITRA MEREK TERHADAP**  
**KEPUTUSAN PEMBELIAN TOKO BATIK SRI MULYANI DI SOLO**

**A. Identitas responden**

Berikan tanda (X) pada jawaban anda

1. Nama : .....
2. Jenis kelamin : a. Pria      b. Wanita
3. Usia : a. < 25 th      b. 25 – 30 th      c. > 30 th
4. Pendidikan terakhir : a. SLTP      b. SLTA      c. Diploma      d. Sarjana
5. Penghasilan : a. < Rp.1000.000      b. Rp. 1000.000 – Rp. 1500.000  
c. > Rp. 1.500.000
6. profesi :

**B. Daftar pertanyaan**

Berikan tanda (√) pada kolom jawaban yang telah disediakan.

Iteem Pertanyaan	SS	S	N	TS	STS
	5	4	3	2	1
<b>Keputusan Pembelian</b>					
Saya memutuskan untuk melakukan pembelian pada Toko Batik Sri Mulya karena produknya bagus					
Saya memutuskan untuk melakukan pembelian Batik di Toko Batik Sri Mulya karena terdapat berbagai macam pilihan motif Batik yang tersedia					
Saya memutuskan melakukan Pembelian Batik pada Toko Batil Sri Mulya Karena kemudahan mendapatkan Batik tersebut.					
Saya memutuskan melakukan pembelian batik di Toko Batik Sri Mulya karena semakin banyak pembelian maka akan semakin banyak diskon yang diberikan.					
Saya memutuskan melakukan pembelian Batik pada Toko Batik Sri Mulya karena menyediakan berbagai macam metode pembayaran yang mudah.					
<b>Harga</b>					
Harga Batik sesuai dengan Kinerjanya					
Harga Batik memenuhi harapan saya					
Semua pelanggan diperlakukan sama dengan harga Batik Sri Mulyani					
Harga Batik jelas dan dapat dimengerti					
Informasi harga dapat dimengerti dan dipahami					
Informasi harga lengkap, benar dan jujur					
Saya diberitahu tentang harga Batiknya					

Iteem Pertanyaan	SS	S	N	TS	STS
	5	4	3	2	1
<b>Kualitas Produk</b>					
Batik Sri Mulyani bermanfaat untuk saya					
Hasil produk Batik Sri Mulya cocok dengan tubuh saya					
Motif Batik Toko Sri Mulya Lebih menarik dibandingkan dengan toko lainnya					
Toko Batik Sri Mulya Menjual Baju Batik yang dijamin kualitasnya.					
Saya merasa Batik Sri Mulyani dapat memberikan kenyamanan pada saat dipakai					
Saya Merasa Batik Sri Mulyani Tidak Mudah Rusak					
Saya merasa pemilihan warna Produk Batik Sri Mulyani Inovatif					
Saya merasa Batik Sri Mulyani memberikan reputasi yang baik					
Saya Merasa Bati Sri Mulyani dapat dipercaya					
<b>Citra Merek</b>					
Merek Batik Sri Mulyani membuat saya merasa nyaman					
Merek Batik Sri Mulyani melakukan apa yang dijanjikan					
Merek Batik Sri Mulyani dapat diandalkan untuk digunakan					
Merek Batik Sri Mulyani memberikan solusi untuk harapan saya					
Merek Batik Sri Mulyani membuat kesan yang baik kepada saya					
Penggunaan Merek Batik Sri Mulyani efektif untuk kebutuhan saya daripada merek lain					

## Frequencies

### Statistics

		Jenis Kelamin	Usia	Pendidikan Terakhir	Penghasilan
N	Valid	100	100	100	100
	Missing	0	0	0	0

## Frequency Table

### Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	39	39.0	39.0	39.0
	Perempuan	61	61.0	61.0	100.0
	Total	100	100.0	100.0	

### Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 25 tahun	14	14.0	14.0	14.0
	25 - 30 tahun	39	39.0	39.0	53.0
	> 30 tahun	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

### Pendidikan Terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SLTP	3	3.0	3.0	3.0
	SLTA	53	53.0	53.0	56.0
	Diploma	12	12.0	12.0	68.0
	Sarjana	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

### Penghasilan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 1.000.000	11	11.0	11.0	11.0
	1.000.000 - 1.500.000	41	41.0	41.0	52.0
	> 1.500.000	48	48.0	48.0	100.0
	Total	100	100.0	100.0	

## Correlations

Correlations

		KPE1	KPE2	KPE3	KPE4	KPE5	Keputusan Pembelian
KPE1	Pearson Correlation	1	.529**	.495**	.678**	.520**	.808**
	Sig. (2-tailed)	.	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
KPE2	Pearson Correlation	.529**	1	.595**	.594**	.319**	.742**
	Sig. (2-tailed)	.000	.	.000	.000	.001	.000
	N	100	100	100	100	100	100
KPE3	Pearson Correlation	.495**	.595**	1	.650**	.413**	.779**
	Sig. (2-tailed)	.000	.000	.	.000	.000	.000
	N	100	100	100	100	100	100
KPE4	Pearson Correlation	.678**	.594**	.650**	1	.581**	.882**
	Sig. (2-tailed)	.000	.000	.000	.	.000	.000
	N	100	100	100	100	100	100
KPE5	Pearson Correlation	.520**	.319**	.413**	.581**	1	.751**
	Sig. (2-tailed)	.000	.001	.000	.000	.	.000
	N	100	100	100	100	100	100
Keputusan Pembelian	Pearson Correlation	.808**	.742**	.779**	.882**	.751**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.
	N	100	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## Correlations

Correlations

		H1	H2	H3	H4	H5	H6	H7	Harga
H1	Pearson Correlation	1	.619**	.385**	.444**	.529**	-.073	-.060	.734**
	Sig. (2-tailed)	.	.000	.000	.000	.000	.468	.556	.000
	N	100	100	100	100	100	100	100	100
H2	Pearson Correlation	.619**	1	.505**	.367**	.470**	-.005	.058	.753**
	Sig. (2-tailed)	.000	.	.000	.000	.000	.958	.566	.000
	N	100	100	100	100	100	100	100	100
H3	Pearson Correlation	.385**	.505**	1	.464**	.430**	-.114	-.077	.626**
	Sig. (2-tailed)	.000	.000	.	.000	.000	.257	.448	.000
	N	100	100	100	100	100	100	100	100
H4	Pearson Correlation	.444**	.367**	.464**	1	.440**	-.052	.046	.644**
	Sig. (2-tailed)	.000	.000	.000	.	.000	.605	.652	.000
	N	100	100	100	100	100	100	100	100
H5	Pearson Correlation	.529**	.470**	.430**	.440**	1	-.064	-.122	.683**
	Sig. (2-tailed)	.000	.000	.000	.000	.	.526	.226	.000
	N	100	100	100	100	100	100	100	100
H6	Pearson Correlation	-.073	-.005	-.114	-.052	-.064	1	.343**	.233*
	Sig. (2-tailed)	.468	.958	.257	.605	.526	.	.000	.019
	N	100	100	100	100	100	100	100	100
H7	Pearson Correlation	-.060	.058	-.077	.046	-.122	.343**	1	.247*
	Sig. (2-tailed)	.556	.566	.448	.652	.226	.000	.	.013
	N	100	100	100	100	100	100	100	100
Harga	Pearson Correlation	.734**	.753**	.626**	.644**	.683**	.233*	.247*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.019	.013	.
	N	100	100	100	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

# Correlations

Correlations

		KPR1	KPR2	KPR3	KPR4	KPR5	KPR6	KPR7	KPR8	KPR9	Kualitas Produk
KPR1	Pearson Correlation	1	.371**	.406**	.223*	.240*	.071	.168	.107	.235*	.565**
	Sig. (2-tailed)	.	.000	.000	.026	.016	.480	.095	.290	.018	.000
	N	100	100	100	100	100	100	100	100	100	100
KPR2	Pearson Correlation	.371**	1	.650**	.448**	.253*	.211*	.377**	.055	.053	.676**
	Sig. (2-tailed)	.000	.	.000	.000	.011	.035	.000	.586	.603	.000
	N	100	100	100	100	100	100	100	100	100	100
KPR3	Pearson Correlation	.406**	.650**	1	.528**	.254*	.350**	.342**	.229*	.075	.763**
	Sig. (2-tailed)	.000	.000	.	.000	.011	.000	.000	.022	.457	.000
	N	100	100	100	100	100	100	100	100	100	100
KPR4	Pearson Correlation	.223*	.448**	.528**	1	.290**	.412**	.314**	.171	-.052	.644**
	Sig. (2-tailed)	.026	.000	.000	.	.003	.000	.001	.088	.608	.000
	N	100	100	100	100	100	100	100	100	100	100
KPR5	Pearson Correlation	.240*	.253*	.254*	.290**	1	.280**	.168	.173	.161	.539**
	Sig. (2-tailed)	.016	.011	.011	.003	.	.005	.095	.085	.109	.000
	N	100	100	100	100	100	100	100	100	100	100
KPR6	Pearson Correlation	.071	.211*	.350**	.412**	.280**	1	.250*	.241*	-.107	.505**
	Sig. (2-tailed)	.480	.035	.000	.000	.005	.	.012	.016	.291	.000
	N	100	100	100	100	100	100	100	100	100	100
KPR7	Pearson Correlation	.168	.377**	.342**	.314**	.168	.250*	1	.503**	.232*	.622**
	Sig. (2-tailed)	.095	.000	.000	.001	.095	.012	.	.000	.020	.000
	N	100	100	100	100	100	100	100	100	100	100
KPR8	Pearson Correlation	.107	.055	.229*	.171	.173	.241*	.503**	1	.159	.498**
	Sig. (2-tailed)	.290	.586	.022	.088	.085	.016	.000	.	.114	.000
	N	100	100	100	100	100	100	100	100	100	100
KPR9	Pearson Correlation	.235*	.053	.075	-.052	.161	-.107	.232*	.159	1	.343**
	Sig. (2-tailed)	.018	.603	.457	.608	.109	.291	.020	.114	.	.000
	N	100	100	100	100	100	100	100	100	100	100
Kualitas Produk	Pearson Correlation	.565**	.676**	.763**	.644**	.539**	.505**	.622**	.498**	.343**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.
	N	100	100	100	100	100	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

## Correlations

Correlations

		CIM1	CIM2	CIM3	CIM4	CIM5	CIM6	Citra Merek
CIM1	Pearson Correlation	1	.670**	.622**	.620**	.547**	.473**	.841**
	Sig. (2-tailed)	.	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
CIM2	Pearson Correlation	.670**	1	.691**	.620**	.470**	.469**	.830**
	Sig. (2-tailed)	.000	.	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
CIM3	Pearson Correlation	.622**	.691**	1	.580**	.338**	.480**	.783**
	Sig. (2-tailed)	.000	.000	.	.000	.001	.000	.000
	N	100	100	100	100	100	100	100
CIM4	Pearson Correlation	.620**	.620**	.580**	1	.511**	.432**	.807**
	Sig. (2-tailed)	.000	.000	.000	.	.000	.000	.000
	N	100	100	100	100	100	100	100
CIM5	Pearson Correlation	.547**	.470**	.338**	.511**	1	.539**	.732**
	Sig. (2-tailed)	.000	.000	.001	.000	.	.000	.000
	N	100	100	100	100	100	100	100
CIM6	Pearson Correlation	.473**	.469**	.480**	.432**	.539**	1	.709**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.	.000
	N	100	100	100	100	100	100	100
Citra Merek	Pearson Correlation	.841**	.830**	.783**	.807**	.732**	.709**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.
	N	100	100	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## Reliability KEPUTUSAN PEMBELIAN

Scale: ALL VARIABLES

Case Processing Summary		
		N
		%
Cases	Valid	100
	Excluded <sup>a</sup>	0
	Total	100

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.845	5

## Reliability HARGA

Scale: ALL VARIABLES

Case Processing Summary		
		N
		%
Cases	Valid	100
	Excluded <sup>a</sup>	0
	Total	100

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.680	7



## Reliability KUALITAS PRODUK

Scale: ALL VARIABLES

Case Processing Summary		
		N
		%
Cases	Valid	100
	Excluded <sup>a</sup>	0
	Total	100
		100.0
		.0
		100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.746	9

## Reliability CITRA MEREK

Scale: ALL VARIABLES

Case Processing Summary		
		N
		%
Cases	Valid	100
	Excluded <sup>a</sup>	0
	Total	100
		100.0
		.0
		100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.874	6

## Regression

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	Citra Merek, Kualitas Produk, Harga	.	Enter

- a. All requested variables entered.  
b. Dependent Variable: Keputusan Pembelian

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.483 <sup>a</sup>	.234	.210	2.057

- a. Predictors: (Constant), Citra Merek, Kualitas Produk, Harga

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	123.877	3	41.292	9.757	.000 <sup>a</sup>
	Residual	406.283	96	4.232		
	Total	530.160	99			

- a. Predictors: (Constant), Citra Merek, Kualitas Produk, Harga  
b. Dependent Variable: Keputusan Pembelian

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.281	3.197		1.339	.184
	Harga	.187	.059	.288	3.172	.002
	Kualitas Produk	.240	.062	.351	3.872	.000
	Citra Merek	.124	.060	.191	2.069	.041

- a. Dependent Variable: Keputusan Pembelian